FSC-111-B	7/8/97
SUBJECT: Forsyth/Best Value/Monarch Presentation	

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X	ROM			___	Retail Rep

To further increase the understanding of Forsyth and BEST VALUE/MONARCH programs, we have developed a presentation covering the following topics:

- Forsyth Private Label Introduction
- Forsyth Private Label Overview
- Forsyth Private Label Procedures
- Forsyth Private Label Pricing
- BEST VALUE/MONARCH Procedures
- DORAL Share of Category Procedures
- Forsyth "Bundling"
- Forsyth Questions and Answers

Although this presentation was originally developed for KAM's/AM's, it may have application regarding training or understanding for Sales Reps and Retail Reps.

The attachment was sent as a Word document so that revisions may be made as changes occur either to price or structure of the various programs.

Program Contact: Mike Moore, extension #2858

Please Print A Copy For Me

Thanks,

Bill

R. J. REYNOLDS TOBACCO COMPANY

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